

# Launch of SA's first 4DX campaign



By [Pasqua Heard](#)

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With Nu Metro's launch of the first 4DX cinema campaign in South Africa, as well as Johannesburg's first 4DX cinema later today, Nitesh Matai, general manager for Nu Metro Cinemas, explains the 4DX cinema experience and Justin Inglis, national sales manager for Popcorn Cinema Advertising, shares the backstory to the first 4DX commercial for the new Jaguar F-TYPE SVR vehicle. He also touches on the benefits of 4DX advertising, including its enhancement of cinema's already high ad recall stats.

In describing the 4DX cinema experience, Matai says, "4DX deploys motion, vibration, water, wind, lightning, scents and more to provide moviegoers with a truly multi-sensory movie experience. 4DX pushes the limits of cinema to its ultimate pinnacle. The 3D/2D visuals on-screen, along with Dolby 7.1 surround sound, are enhanced to the max with effects targeted to submerge the viewer in a fully immersive, sensory experience. The effects are precisely synchronised with the action on-screen – this coding of effects is done in conjunction with 4DX and the international film studios."



© Anton Robert. Photo courtesy of Nu Metro Cinemas.

4DX cinemas exist in Cape Town, Durban and now Johannesburg. According to Matai, Nu Metro are investigating potential for other 4DX cinemas in Pretoria, Port Elizabeth as well as other sites in Johannesburg. "Public response [to the cinema] has been phenomenal, with most of the shows sold out during the first few weeks of a new title starting to show in 4DX. We are constantly receiving queries re: new 4DX titles and other 4DX cinemas opening nationally," says Matai.

## ■ What was Popcorn Cinema Advertising's role in the Jaguar 4DX campaign?

Popcorn Cinema Advertising approached a number of clients with our new 4DX offering, with the emphasis that Hyde Park was opening in September and Jaguar was the first to take advantage of the opportunity to showcase their campaign in 4DX. This gave potential 4DX advertisers coverage in the three biggest metropolitan areas. There were a number of clients whose creative would have tied in perfectly with the opportunity.

Jaguar had expressed an interest in 4DX since Nu Metro opened its first 4DX screen at the V&A, however, they wanted a presence in Johannesburg as well. Once Nu Metro confirmed that 4DX was coming to Hyde Park, Johannesburg, Jaguar jumped at the opportunity. Fortunately, Jaguar was in a situation where they had the perfect campaign and car launch ready to be flighted. Once the advertising campaign was concluded, Popcorn Cinema Advertising then facilitated in sending storyboards to Jaguar which indicated which elements of the commercial would be used in the 4DX cinemas. The



Photo courtesy of Jaguar/Popcorn Cinema Advertising

Jaguar. The final commercial is near completion and will be screened from September 2016 into October 2016.

## What is the process behind creating an effective 4DX campaign?

When considering a 4DX campaign, the advertiser needs to take into consideration the type of commercial. A 4DX commercial would need to make use of the elements that are available. i.e. 4DX advertising works best with commercials that can make use of the moving seats, wind, scent, lighting, fog, vibration and water. Once a suitable commercial has been identified, it is sent to CJ 4DPlex in South Korea who will then encode the commercial. The encoding would cost the advertiser \$2,100 or R45,000. Once Popcorn receives the completed commercial from CJ 4DPlex, the commercial is uploaded to the various sites and slotted into the correct position on the ad reel. The commercial will flight 35 times from the first show on a Friday morning till the last show on the following Thursday evening.

## What benefits does 4DX advertising offer compared to 2D/3D advertising?

The biggest benefits of 4DX over 2D/3D is that it engages all of a consumer's senses. 2D/3D commercials are beneficial in that the advertiser can use the visual benefits of the high projector resolution and audio quality. With 4DX, the advertiser can delve deeper into consumer engagement by making use of all the cinemagoers' senses using motion, vibration, water, wind, lightning and scent within their creative material.

## Does Popcorn Cinema Advertising have any other 4DX campaigns in the wings?

We proposed a number of 4DX campaigns to a variety of advertisers from various industries, which have all been well received. The industry that seems most interested is the motor vehicle industry. 4DX gives the manufacturers the opportunity to drive interest in the brand by providing the cinemagoer with a simulated test drive, which is one of the primary ways to drive car sales. We look forward to getting more advertisers on Popcorn Cinema Advertising's exclusive 4DX platform, but with the right creative.

If, however, a commercial does not lend itself to make use of the 4DX elements that can be used, then it would not make sense to convert the commercial. Should this be the case, our ad reel does make allowance for advertisers to flight 2D and/or 3D commercials on our 4DX screens. This is a great opportunity as these advertisers can still capitalise on the massive attendances that our 4DX screens are attracting.

The UK is also set to receive its first 4DX-enabled cinema ad this weekend as Xbox promotes the release of Forza Horizon 3.

Read more about Nu Metro's 4DX cinemas and the Jaguar campaign [here](#).

**Watch one of the commercials from the Jaguar campaign below:**

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